BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Subsidiary Diploma in Travel and Tourism Pearson BTEC Level 3 International Foundation Diploma in Travel and Tourism Pearson BTEC Level 3 International Diploma in Travel and Tourism Pearson BTEC Level 3 International Extended Diploma in Travel and Tourism
Unit number and title	**Unit 10: Global and Domestic Passenger Transport**
Learning aim	C: Examine the role of web-based and mobile technologies and how they have influenced the accessibility of transport options and travel choices for customers
Assignment title	How web-based and mobile technologies have revolutionised travel.
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are a journalist working for a travel publication. You have been tasked with producing a report on how different types of customers use online web pages, smartphone apps and e-ticketing technology to make their travel choices and ascertain transport options. You will discuss how some online web pages, smartphone apps and e-ticketing may make some transport options more or less accessible than others. In addition, you will produce an in-depth comparison of a wide range of these technologies to show which ones influence the travel choices of different types of customers, giving detailed reasons why.
	Your report should include: **Introduction** • An explanation of how a range of different types of customers may use different online web pages and smartphone apps to make travel choices and determine transport options. **Analysis** • An analysis of the relationship between the accessibility and availability of various transport options (through information on online web pages, smartphone apps and access to e-ticketing) and their influence on the travel choices of different types of customers.

	You will demonstrate an understanding of how some of these technologies may make transport options more or less accessible than others. Use clear examples to demonstrate this understanding. **Evaluation** • In-depth comparison of an extensive range of online web pages, smartphone apps and e-ticketing sites. The comparison will focus on how the use, availability and effectiveness of these technologies may vary for different types of customer. Therefore the technologies selected for the comparison will be those appropriate in terms of influencing choice of travel.
Checklist of evidence required	A report

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
C.P5	Explain how key web-based technologies may affect travel choices and transport options for different types of customers.
C.M3	Analyse the influence of a range of web-based technologies on the accessibility and availability of transport options for different types of customers.
C.D3	Compare and contrast the use, availability and effectiveness of differing web-based technologies, for different types of customers, and the extent of their influence on travel choices made.

Sources of information to support you with this Assignment	**Books** Dale, G. (2018) *Pearson BTEC National Travel and Tourism Student Book.* Harlow: Pearson **Websites** https://www.kayak.com https://www.travelsupermarket.com https://www.trivago.com https://www.secretescapes.com https://www.tripadvisor.co.uk (equivalents in your country) https://www.which.co.uk/travel (equivalents in your country) https://www.trafficengland.com (equivalents in your country) **Other** Radio show traffic update providers in your country
Other assessment materials attached to this Assignment Brief	N/A